

IMPLEMENTATION GUIDE

The Treatwell 5-a-Day Program

*Using a Research-tested Intervention Program (RTIP) to develop
a process model for program delivery in the practice setting*

Note: Refer to “Using What Works: Adapting Evidence-Based Programs To Fit Your Needs” and specifically the handouts in Modules 4 and 5 to modify and evaluate this program to meet the needs of your organization and audience.

“Using What Works” is available online at
http://cancercontrol.cancer.gov/use_what_works/start.htm.

To receive training on “Using What Works,” contact the NCI Cancer Information Service and speak to a Partnership Program Representative in your area. This information is available online at <http://cancercontrolplanet.cancer.gov/partners/index.jsp?cctopic=C>.

I. Program Administration (Type of Staffing and Functions Needed)

Program Manager

- Provides day-to-day operation
- Controls budgets, deadlines, supplies
- Recruits, trains, and supervises staff and Worksite Coordinator

Employee Advisory Board (EAB)

- A small group of employees who represent a broad range of departments and cultural/ethnic/racial groups in the worksite
- Works with Worksite Coordinator to identify and recruit participants
- Works with Worksite Coordinator to develop and deliver program activities
- Fosters worker ownership of the program

Worksite Coordinator *(Recommended: A physician, nurse or health care professional)*

- Answers health questions
- Works with EAB Members to recruit participants
- Plans and implements program activities and events according to the needs and interest of the worksite

II. Program Delivery

For additional information on modifying program materials, refer to Module 4, Handouts #2 and #6 in “Using What Works”: Adaptation Guidelines and Case Study Application.

A. Program Materials (All listed materials can be viewed and/or downloaded from the Products Page):

- **Implementation Guide**
- **Treatwell 5-a-Day Intervention Manual:** A manual that outlines various program activities and events.
- **Eating Habits Questionnaire:** A personal dietary habits questionnaire.
- **How Many Fruits and Vegetables Do You Eat?:** A score card to encourage increasing consumption of fruits and vegetables.
- **Find the Fat:** A score card to encourage choosing low-fat foods.

B. Program Implementation:

The steps used to implement this program are as follows:

Step 1: Recruit EAB Members and Worksite Coordinator. See the Position Descriptions in the **Treatwell 5-a-Day Intervention Manual**.

Step 2: Recruit worksite participants.

Step 3: Hold a kickoff event, including festive activities designed to raise program awareness and provide educational opportunities. See the Core Event: Kickoff section in the **Treatwell 5-a-Day Intervention Manual**. Recommended length of event is 2 hours.

Step 4: Conduct the worksite media campaign which promotes Treatwell 5-a-Day messages. The campaign should have a theme and last approximately 3-5 weeks. Promote the National Cancer Institute’s Cancer Information Service hotline (1-800-4-CANCER), provide a general nutrition presentation, and conduct a healthy foods taste test. See the **Treatwell 5-a-Day Intervention Manual** for sample activities and promotional materials.

Step 5: Conduct the “Eatwell 5-a-Day” discussion series which consists of 10 half-hour sessions that aim to change individual behaviors (e.g., purchasing and preparing healthful meals) and the worksite environment (e.g., increasing the availability of fruits and vegetables). See the **Treatwell 5-a-Day Intervention Manual** for sample sessions and promotional materials. Also see the **Eating Habits Questionnaire; How Many Fruits and Vegetables Do You Eat?; and Find the Fat**.

Step 6: Conduct the “Fit-in-5” learn-at-home program which consists of family newsletters, an annual family festival, and periodic mailings to employees’ homes. See the **Treatwell 5-a-Day Intervention Manual** for sample sessions and promotional materials. Also see the **Eating Habits Questionnaire; How Many Fruits and Vegetables Do You Eat?**; and **Find the Fat**.

Step 7: Assess the program’s effectiveness in increasing fruit and vegetable consumption. See the Eatwell Participants’ Evaluation Form in the **Treatwell 5-a-Day Intervention Manual**.

III. Program Evaluation

For additional information on planning and adapting an evaluation, refer to Handouts #2-8 in Module 5 of “Using What Works.”

For further assistance in designing and conducting an evaluation, go to the Cancer Control P.L.A.N.E.T. Web site and see Step 2: Identify potential partners to find a research partner in your area. This information is available online at

<http://cancercontrolplanet.cancer.gov/partners/researcher.jsp?cctopic=0>.